

# MICHAEL MCDIVITT

PRINT AND WEB DESIGN & DEVELOPMENT

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## Overview

Digital, web and print production designer with more than 15 years experience in the field professionally. For the last 10 years I have contributed to the forward momentum of a world leader in the music industry in both physical and digital media. In my time at Gibson my duties and responsibilities have widened in both scope and influence. I have since specialized in marketing design with the benefit of interfacing and collaborating with many teams both locally and internationally to execute a myriad of campaigns.

## Education

**Lee University** 2002 - 2008

**BFA** (Bachelor in Fine Arts)

I graduated with a combined degree in Public Relations and Advertising, with a general course focus on marketing and applied communication.

## Professional Skills

### Adobe Creative Cloud:

Photoshop	Illustrator
InDesign	Lightroom
Premiere Pro	Acorbat Pro
After Effects	

### Microsoft Office:

Word	Excel
Powerpoint	SharePoint

### Google Suite:

Google Docs	Google Calendar
Sheets	Slides
Google Drive	

### iWork:

iCloud	Pages
Numbers	Keynote

### HTML 5

### CSS3

### Bootstrap

### Javascript

### jQuery

### PHP

### CMS Software

### SEO

### Basecamp

### Trello

## Work Experience

**Gibson Brands, Inc.** 2008 June - Present

### Lead Designer of Global Marketing

Over the years my responsibilities have increased exponentially since beginning with Gibson in 2008. Since starting with the company, I've gone from an Interactive / Web / Print designer (with associative responsibilities) working with a team of designers both digital and print to the Lead designer exclusively working in the Global Marketing Department. As the Lead Designer, I'm responsible for maintaining an assortment of roles, including but not limited to working with the Digital/Web Team in designs for outgoing digital operations, UX/UI designs for various applications, working with individual Print/Marketing Teams across all of our brands globally on numerous campaigns, and overall marketing strategies for all of our associated brands Internationally. This includes shared responsibilities as an integral contact point and facilitator for various other agencies such as Adobe, Amazon and Google throughout individual projects.

**Lee University** 2003 - 2008

### Digital / Print Design (IS&T)

I worked as a member of our Internet Services and Technology team on web and print design, UI/UX design, and front-end development.

**Contract Professional Design** 2001 - Present

### Design / Front End Development / SEO / Marketing

I have been professionally working freelance contract work which includes but is not limited to digital and print design, front end development, SEO, and other marketing initiatives (corporate identity, marketing strategy).

## Other Professional Skills

### Social Media Marketing

### Brand Development

### SEO

### Advertising

### Public Relations

### Copywriting

## References

Available upon request.